S/N 10/782,563 PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Venkatesh Veeraraghavan et al. Examiner: Muktesh G. Gupta

Application No.: 10/782,563 Group Art Unit: 2109

Filed: February 18, 2004 Docket No.: 50037.238US01

Title: CONTENT TARGETING WITH AUDIENCES

Electronically filed April 2, 2008

AMENDMENT

Mail Stop Amendment Commissioner for Patents Attn: Examiner Muktesh G. Gupta P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action of October 2, 2007, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.